

RJ Reynolds
Sales Retail

1221 3, 4, 5, 6, 8 1222 Tobacco Company 23, 24
1222 4, 6, 7, 9 1223 21, 25
1223 3, 5, 6, 7 1226 22, 24
1224 9, 10 1229
1225 ROM
1226 2, 3, 5, 6, 9 PC MC SC
1229 MC PA
1240
1244 RSM RBM

Reese P. Stanley
Key Account Manager

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September 26, 1995

TO: All ROU's with Mobil Oil Chain
(Distribute to all DSMs/RMs/Reps/AMs with Mobil responsibility)

RE: Mobil Oil Corporation -- Chain ID #0975-00-00

Ladies and Gentlemen:

In order to complete Mobil Oil conversion to Retail Partners program, we have secured Components Contracts (Full Price/Savings) for locations where we are unable to place all components of Base Plan.

Mobil Corporate maintains their desire to have Base in all locations; however, is aware of situations where space does not permit.

Effective October 1, the following Plans are authorized for Mobil locations:

PK Base SS -- Plan A Store **must** have the specially - designed Mobil Inside Corner
CMFPKRJR -- Plan AA Wrap Display (FP) and a Savings Display to qualify. (2) System
III Displays could qualify for special Mobil display.

FPD -- Plan Z Full Price Components Plan for locations with full price only.
Once again, the Mobil Special Display should be utilized if at all possible. As this plan is a variable rate, the following guidelines will apply:

Volume 0-42 \$35
Volume 43-67 \$45

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SD -- Plan Z

Savings Components Plan for locations with savings only.
Variable rate as follows:

Volume 0-42	\$30
Volume 43-67	\$40

All contract changes have been completed in the Washington, DC Chain #2940.

Lastly, effective October 1, Account Executive Mickey Nutting will assume responsibility for the Mobil Oil Corporate chain. Your assistance is requested in maintaining contract and selling responsibilities with Regional District Program Coordinators.

We would like to thank you for your assistance and cooperation with Mobil Oil over the past year. We are sure you will continue to provide Mickey with the same fine support.

Sincerely,

Reese

R.P. Stanley
KAM - #2940

RPS:jk
cc: G.A. Young

NOTE: Contract plans apply to all stores with exception of Florida locations which have separately negotiated program.

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